



Mr *R*

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SENT VIA MICROSOFT MAIL

May 20, 1996

J. W. Best
P. J. Cundari
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Subject: A&P

Gentlemen,

While at FMI, I met with Peter Lavoy, Vice President of A&P Corporate. During our discussion, Peter informed me that the decision point in the future for the cigarette category/merchandising, has been placed in each of their branch operating units.

In Philadelphia, Jay Loftin has been successful in gaining RJR presence in Super Fresh Stores (branch of A&P), and only in the stores which qualify under our contracts. In the case of Super Fresh, this is 44 of 72 stores.

If stores in certain branches meet our standards, we probably should at least go through the discovery process to help determine what we want to do.

Any questions, please advise.

Sincerely,

Dave

232DW/di

c: J. V. Maguire
R. F. Kane
M. A. Young
J. R. Loftin
R. C. Farmer
P. E. Schmidt
L. T. Poole

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